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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2452

March 16, 1990

ALFALFA JUICE PROTEIN is being used to feed malnourished children in Mexico. And, it could have tremendous potential elsewhere, says Richard G. Koegel, a USDA ag engineer. An armful of alfalfa supplies about a tablespoon of the juice concentrate, which is used in a variety of foods such as beans, pasta and lemonade. This research is an unexpected spinoff of studies to boost nutrition for U.S. milk cows. Contact: Richard G. Koegel (608) 264-5149.

TREE PLANTATIONS -- While tree plantations can provide a multitude of benefits, they also require careful planning, planting & maintenance. University of Wisconsin-Madison Forestry Outreach Specialist Leigh Klein has a new three-part series of publications that outlines the steps to consider in establishing & maintaining a tree plantation. A plantation begins long before & continues long after the trees are planted, Klein says. Contact: Jeff Martin (608) 262-0134.

FOLTZ NOMINATED -- President George Bush has announced his intention to nominate John C. Foltz as administrator of the Federal Grain Inspection Service. Foltz would succeed W. Kirk Miller. Foltz has been executive director of the Ohio Grain & Feed Association, Worthington, Ohio, since 1979.

CD-ROM TO FARMERS -- USDA has its first CD-ROM -- compact disk-read only memory -- ready to speed information to farmers. USDA's Extension Service has 16,000 workers at over 3,000 locations in the U.S. giving technical information to farmers and consumers millions of times a years, says Myron Johnsrud, administrator of the Extension Service. "This disk can cut our response time significantly and has the potential to help us serve taxpayers more efficiently." Contact: Thomas Tate (202) 447-8155.

CORN CONFERENCE -- The National Corn Growers Association will hold their third Corn Utilization Conference June 20 & 21 in St. Louis, Mo. Contact: Ann Beirne (314) 275-9915

HONEY BEES READY FOR STUDY -- Honey bees bred in Yugoslavia for resistance to Varroa mites are now out of quarantine and ready for study at a USDA lab in Baton Rouge, La. USDA Geneticist Thomas E. Rinderer says the lab will study the bees to see how they resist mite attack, in hopes of learning how to check a colony for resistance & then breed for it. Contact: Thomas E. Rinderer (504) 766-6064.

NEW ARBORETUM BOOK -- Hot off the press! "The National Arboretum Book of Outstanding Garden Plants" groups the eight major plant categories into 106 plant finder lists, according to their use and place in the landscape. "Fragrant Flowers," "Covers for Shade" and "Trees for City" are typical list titles. Jacqueline Heriteau wrote the book with H. Marc Cathey, director of USDA's National Arboretum, and the staff & consultants of the National Arboretum. The book, which has more than 450 color photos, was published by Simon & Schuster/The Stonesong Press and sells for \$39.95. Contact: Joann Di Gennaro (212) 698-7533.

PABA HELPS SCIENTISTS -- The popular sunscreen PABA is helping scientists who are studying diet & weight problems monitor the calorie consumption of research volunteers. Volunteers in diet studies often have difficulty overeating day after day. But, the scientists found if they add PABA, which is harmless when eaten, to food, 99 percent of its components will appear in the urine within 8 hours. Thus, if less than 93 percent of the components are recovered, it means the volunteer did not eat all food or collect all the urine. Thus far, the PABA test has disqualified 3 of 26 volunteers in one study. Contact: Susan Roberts/Frank D. Morrow (617) 556-3227/3166.



REGIONAL CONFERENCES -- USDA TV's Debora Janifer was mistress of ceremonies for the USDA Regional Conference for Women in Kansas City, Mo. She also moderated two panels of women in non-traditional jobs at USDA. Conference attendees compared Janifer to a popular talk show host for her lively audience participation while moderating sessions. (USDA Photo.)

FROM OUR RADIO SERVICE

AGRICULTURE USA #1710 -- Brenda Curtis talks with Montgomery Co., Md., Nutrition Expert Gloria King about using USDA's recommended dietary guidelines as a practical guide to healthy eating habits. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1192 -- The bees are coming; preventing Lyme disease; safe microwave cooking; fast food menus; crawfish for dinner. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE #1699 -- USDA News Highlights; do your farm bill shopping early; single calf heifer system; crawfish production; world food donations. (Weekly reel of news features.)

NEWS FEATURE FIVE #1311 -- Alcohol & older livers; fish oil caution; cross-protected citrus; fighting the fall armyworm; tracking the corn earworm. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Mon., March 19, ag outlook; Tues., March 20, world ag outlook, catfish, crop/weather update; Thurs., March 22, U.S. trade update, poultry production; Fri., March 23, livestock update, wool production, world livestock production; Tues., March 27, crop/weather update; Wed., March 28, aquaculture outlook; Thurs., March 29, ag prices, world tobacco outlook.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.
Material changed at 5 p.m. EST each working day.

FROM OUR TELEVISION NEWS SERVICE
(March 15, 17 & 19)

FEATURES -- Deboria Janifer reports on USDA's "Eating Right Campaign;" Will Pemble takes a look at rust-resistant beans; Joe Courson, with the University of Georgia Cooperative Extension Service, describes spring "pain" season.

ACTUALITIES -- Secretary of Agriculture Clayton Yeutter speaks before the National Association of State Departments of Agriculture on 1990 farm bill issues; USDA Chief Meteorologist Norton Strommen on weather & crop conditions; Leslie Meyer on U.S. cotton use; Leland Southard on hog production.

AG UPDATE -- Eric Parsons examines the zero-25 provisions with ASCS Specialist Orville Overboe & Kathleen Katras takes a look at corn & sorghum deficiency payments with ASCS Specialist Phillip Scronce.

NEXT WEEK -- Pat O'Leary reports on new farm products & Deboria Janifer takes a look at Chilean fruit imports.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY 7:30-7:45 p.m., EST, Transponder 12D
SATURDAY 10:30-11:15 a.m., EST, Transponder 10D
MONDAY 8:30-9:15 a.m., EST, Transponder 12D
(Repeat of Saturday transmission)

OFFMIKE

HIGHEST PRICES...in memory for Idaho potatoes, says Bob Burtenshaw (KID, Idaho Falls). Prices reflect the supply and demand situation. Many regions had a short crop, but growers in his area had excellent production. Recent series of storms have supplied needed rain and put snow on mountain tops, but, Bob says, they need even more.

PRODUCERS...are expressing optimism -- a real shift of attitude, says Steve Bugbee (KXXX/KQLS, Colby, Kan.). Recent snow and rain storms have "greened" winter wheat and created positive conditions for spring planting. The 30-day outlook calls for above average wetness. No pest infestations yet.

THANKS...to Wade Wagner (KGAN-TV, Cedar Rapids, Iowa) for sharing with USDA-TV footage shot during recent trips to Poland and USSR. We appreciate the opportunity to use it in TV features.

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ICE STORM...dropped trees and power lines; and some producers were without electricity for four days, says Marla Behrends (WKAN, Kankakee, Ill.). She says low prices will likely be the driving force in a shift from soybeans to corn in her region. Congratulations to Marla and Art Sechrest (WJBC, Bloomington). The Illinois Corn Growers presented each with Distinguished Service Award in Electronic Media. Marla recently completed her tenth year at WKAN.

HYDRILLA...an aquatic weed, is affecting western waterways, reports George Gatley (Western Agri-radio Networks, Yuma, Ariz.). George says Arizona producers keep hoping for more rain, and asked that USDA Chief Meteorologist Norton Strommen wave the magic wand.

A handwritten signature in cursive script, appearing to read "Vic Powell".

VIC POWELL
Chief, Radio & TV Division